

# ***Web Site Design***

## **Individual or Team Event Performance Event with Judge Q & A**

### **Regulations**

- Refer to National Competitive Event Guidelines for description and procedures.
- Entries will be judged according to the rating sheet.
- An official event entry form must be completed by the chapter adviser using the Conference online registration system.
- This is not a chapter Web Site. The topic must be incorporated in the Web Site design.
- The Web Site must be available for viewing on the Internet at the time of judging. No changes can be made to the Web Site after the official entry date.
- Any photographs, text, trademarks or names that are used on the site must be supported by proper documentation and approvals indicated on the Web Site.
- The use of templates must be identified at the bottom of the home page.
- Web Sites should be designed to allow for viewing by as many different platforms (browsers) as possible.
- Student members, **not advisers**, must prepare the Web Site.
- Web Sites must address the given topic. (See Procedure section below)
- The rating sheet(s) the judges will use are found in the National Competitive Event Guidelines.
- **The Statement of Assurance event form (found in the Competitive Event Guide or on the Wisconsin FBLA site) must be submitted to the RCL host by the third Friday in January or to the State Office by the first Wednesday in March for SLC.**

### **Eligibility**

- Each local chapter may have one (1) entry.
- Entries may be created by an individual member or by a team, not to exceed three (3) members.
- No more than one (1) team member may have competed in this event at a NLC or have competed more than two (2) years at the national level.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- Participants must be members of an active local chapter.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.
- The way this event is set up makes it possible for all judged materials to be completed and submitted prior to the regional leadership conference. Due to this fact, a student would not be **required** to attend, but would be strongly encouraged to do so. Registration and the payment of registration fees for the student(s) is required for judging.

### **Copyright and Fair Use Information**

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Copyright information is provided in the FBLA Format Guide. You may also use the following Web Sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

## WebSite Design – Continued

### Procedure

**The 2014 topic will be:** *Develop a website for a local Bed and Breakfast in your community. The B&B, Willow Lake, offers honeymoon and anniversary packages, extended stay packages, and general one – or two-night accommodations for travelers. The business also hosts afternoon tea parties for special occasions such as birthdays and wedding/shower parties. The breakfast menu is French oriented with fruit and cheese crepes, various croissants, with gluten free options. The “Tea Party” service includes high-end custom teas and finger sandwiches with an assortment of finger-food sweet options. The B&B is located in a refurbished home that was built in the 1800’s featuring a fireplace in each room, authentically furnished living and dining rooms, and an outside patio with formal gardens for entertaining. Highlight (and link to) homepages of local attractions that would entice individuals to stay on property. Highlight local restaurants for other meal functions. All information may be based upon your local community or fictitious information.*

### Administration of Events

RLC	SLC
URLs to be submitted using the online registration system for RLC.	URL of the website must be entered in the online SLC Conference Registration site by <b>the first Wednesday in March</b> . No additional work may be done on the site between the first Wednesday in March and the SLC.
There is no oral presentation competition component at the RLC.	The top 8 finalists will give a 5 minute presentation to a team of judges at the SLC. Finalists and schedules will be posted at SLC, not before.
Participants are encouraged but not required to attend RLC. All participants (attending RLC or not) are required to pay registration fees.	An online connection for presentation purposes will be provided.
No work or updates may be done to the sites between <b>the third Friday in January</b> and the RLC.	Five minutes will be allowed for the setup of equipment.
	Chapters must provide their own audio/visual equipment, except screens. The individual or team members must perform all aspects of the presentation including setup. Other representatives may not assist.
	A copy of the project should be provided by the chapter.
	Judges may ask up to 3 minutes of questions after the presentation.
	At least one team member must conduct the presentation; however all team members must register for the SLC.
Top THREE finishers advance to SLC competition.	Top THREE finishers advance to NLC competition.

### Performance Event with Judge Q & A

Teams will have seven (7) minutes to present the case to describe the program. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes. Following the presentation, judges will conduct a three (3) minute question-answer period.

### Judging

- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.



## FBLA WEB SITE DESIGN Production Rating Sheet

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Page Layout and Design</b>					
Overall design is aesthetically appealing	0	1–7	8–14	15–20	
Design is consistent across all pages	0	1–3	4–7	8–10	
Design shows creativity, originality, and supports theme	0	1–7	8–14	15–20	
Design maintains a high level of usability	0	1–3	4–7	8–10	
<b>Content</b>					
Proper use of grammar, spelling, punctuation, etc.	0	1–3	4–7	8–10	
Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is identified at the bottom of the page	0	1–5	6–10	11–15	
Product/service message is clear	0	1–10	11–20	21–30	
Theme fully and effectively developed. Solution adequately addresses assigned topic	0	1–10	11–20	21–30	
<b>Technical</b>					
Site is compatible with multiple platforms	0	1–3	4–7	8–10	
Overall code—readability, white space, semantic, efficient, separation of structure	0	1–5	6–10	11–15	
Site interactivity functions and is error-free	0	1–3	4–7	8–10	
Additional technologies	0	1–3	4–7	8–10	
Site is compatible with multiple browser variants	0	1–3	4–7	8–10	
<b>Subtotal</b>	<b>/200 max.</b>				
<b>Penalty Points:</b> Deduct five (5) points each for not following Guidelines.					
<b>Penalty Points:</b> Deduct five (5) points for not submitting a Statement of Assurance.					
<b>Total Points</b>	<b>/200 max.</b>				

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments:



# FBLA WEB SITE DESIGN Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Describes the development of the topic	0	1–5	6-10	11-15	
Explains the development and design process	0	1–5	6-10	11-15	
Explains the use of your social media elements and why they were selected	0	1–5	6-10	11-15	
Explains the development of media elements (graphics, video, audio, etc.)	0	1–5	6-10	11-15	
Copyright information is noted in credits	0	1–3	4–7	8–10	
Delivery					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–3	4–7	8–10	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
Subtotal				/100 max.	
Time Penalty Deduct five (5) points for presentations over seven (7) minutes. Time:					
Penalty Deduct five (5) points for failure to follow guidelines.					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Total Points				/100 max.	
Prejudged Score				/200 max.	
Final Score (add total points and prejudged score)				/300 max.	

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments: